



Council on Child  
Safety and  
Family Empowerment

**GOVERNOR DUCEY'S OFFICE OF YOUTH, FAITH AND FAMILY**  
**COUNCIL ON CHILD SAFETY AND FAMILY EMPOWERMENT**

*Outreach Subcommittee*

**April 4, 2019**  
**10:00 AM**

**1700 West Washington Street Suite 230**  
**Conference Room A**  
**Phoenix, AZ 85007**

*A general meeting of the Outreach Subcommittee was convened on April 4, 2019, at the Governor's Office of Youth, Faith, and Family, Suite 230 Conference Room A, Phoenix, Arizona, 85007. Notice having been duly given.*

Members Present (9)	
Katie O'Dell, Chair (on phone)	
Jenica McMaster, Co-Chair	
Cody Fort (on phone)	
Paul Mulligan (on phone)	
Laura Magruder (on phone)	
Robin Pearson	
Steve Vogel	
Julie O'Dell	
Richard Yarbough	
Members Absent (1)	Staff/Guests Present (1)
Warren Stewart, Jr.	Sarah Mondragon

**MEETING MINUTES**

**1. CALL TO ORDER**

Ms. Katie O'Dell, Chair, called the Outreach Subcommittee meeting to order at 10:04 AM with nine members and one staff present and one member absent.

**2. WELCOME/INTRODUCTIONS**

Ms. Jenica McMaster, Co-Chair, welcomed the Subcommittee members and made introductions.

**3. APPROVAL OF MINUTES**

Ms. McMaster requested a motion to approve the minutes from the February 7, 2019 Outreach Subcommittee meeting with one edit made to future meeting dates. Ms. O'Dell motioned to approve the minutes. Mr. Yarbough seconded. Motion passed with no dissenting votes.

#### **4. View Draft Video**

Ms. O'Dell and Ms. McMaster shared the details of a meeting with Director Fuentes of the Governor's Office of Youth, Faith and Family(GOYFF), and Department of Child Safety(DCS) to discuss concerns regarding the Child Safety and Family Empowerment (CSFE) Council video. Ms. McMaster shared that the major concern expressed in this meeting with GOYFF and DCS was the potential misinterpretation by the individual viewing the video if they did not have additional context or explanation of the scenes narrated in the video.

Subcommittee members suggested ways to edit the video. Suggestions included:

- Removing the "rewind" part of the video
- Adding narrative to further explain the storyline

Ms. McMaster responded to the suggestion about adding narrative, stating concern that extending the video length could possibly defer organizations from showing it to their groups.

Ms. O'Dell, reminded subcommittee members that the video storyline was designed to communicate the goals of the CSFE subcommittees; outreach, partnership, support, and prevention. Ms. O'Dell and Ms. McMaster stated their concern that the removal of the "rewind" part of the video would remove the story element representing prevention. Ms. Pearson suggested that if the "rewind" was removed from the video, it could be additionally communicated that "without prevention, this video story happens".

Ms. Pearson questioned whether changes had been made to the video after the meeting with Director Fuentes and DCS. Ms. McMaster stated that no changes had been made to the video and an additional meeting will be held with GOYFF and DCS to discuss the video further.

#### **5. Discuss Video Promotion and Distribution**

Members were in agreement that the video was created exactly as it was designed for the use of all Child Safety and Family Empowerment subcommittees.

Ms. McMaster said the goal for the video's promotion and distribution is to display an example of the often harsh reality experienced by vulnerable youth in our state; and to encourage citizens to take action.

#### **6. Discuss Future Goals**

Ms. Pearson suggested a dual track for the subcommittee to keep the video creation and promotion moving along and move forward with other goals of the subcommittee.

Mr. Yarbough suggested a plan to educate parents in the community and provide tools for effective parenting, while informing them on DCS definitions of abuse and neglect.

Ms. Julie O'Dell will send the subcommittee a resource used at DCS with criteria for the removal of a child.

Ms. McMaster assigned Ms. Julie O'Dell to invite an individual at DCS who can speak to the removal process of a child by DCS at a future subcommittee meeting.

Members were in agreement that a presentation and brochure should be created to be used by subcommittee members in their efforts to engage and educate parents and caretakers in the community.

**7. FUTURE MEETING DATES**

- May 2, 2019
- June 6, 2019

**8. ADJOURN**

Ms. McMaster requested a motion to adjourn the meeting. Mr. Yarborough moved to adjourn. Motion seconded by Mr. Vogel. Meeting adjourned at 11:15 AM with no dissenting votes.